As a discipline of academy inquiry, International Management applies management concepts and techniques to their contexts in firms working in multinational, multicultural environments. Hodgetts’Luthans: International Management was the first mainstream International Management text in the market. Its 6th edition continues to set the standard for International Management texts with its research-based content and its balance between culture, strategy, and behavior. International Management stresses the balanced approach and the synergy/connection between the text’s four parts: Environment (3 chapters): Culture (4 chapters), Strategy and Functions (4 chapters) and Organizational Behavior /Human Resource Management (4 chapters).

As an undergraduate student, I found this book to be extremely helpful. The organization is logical, the choice of subjects gave a great introduction, and the information was written at just the right level.

The book begins by introducing the concepts of globalization, the macroeconomic issues in each region of the world, the political issues an MNC faces, and ethical issues that are relevant if an MNC wishes to be socially responsible. The authors then give a great overview of how an MNC can begin to deal with cultural issues, spending plenty of time on Hofstede, Trompenaar, and other research in the area. This section is a great way to introduce the topic and inspire further research on cultural dimensions and measurements. The book then moves on to strategic management and methods of control, with excellent treatment of European, Asian, and American styles of management and how these can be blended and synergized.

As of 2007, the case studies were highly relevant and will continue to be for the near future. Moreover, they are designed to closely follow the
subject of the chapter and inspire deeper understanding. These objectives are accomplished in a very interesting way, and any student will appreciate the relevance of the studies.

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